

PRESS RELEASE



HELLO KITTY AND FRIENDS JOIN PUMA FOR A WATERCOLORED, '90S-INSPIRED COLLABORATION



Herzogenaurach, March 3, 2025 - PUMA and Sanrio strike up an exciting new friendship, creating a collection that channels the '90s, taking inspiration from Los Angeles and vibrant West Coast sunsets.

Including designs for both kids and adults, the pink-on-pink range comprises watercolor visuals mixed with playful doodle illustrations. Following Hello Kitty as she rollerskates down the California coast, the beloved illustrated character is also joined by her friends My Melody and Kuromi.

The adults collection features relaxed essentials elevated with unique treatments like puff prints and holographic details, as well as patterns featuring Hello Kitty. Hoodies and T-Shirts add a casual element to the collaboration, with special graphics that blend PUMA logos with playful bows and

Hello Kitty imagery. Activewear is included in the form of the Ribbed Tank Top and Ribbed Flared Leggings, in addition to the One Piece, a sporty collection highlight adorned with a tonal all-over Hello Kitty print.

The collection's pastel-hued footwear highlights Hello Kitty's friend My Melody, and her frenemy Kuromi. The PUMA x Hello Kitty and Friends Palermo draws inspiration from My Melody, featuring watercolor panels, an overdyed midsole, and a lace shroud. Kuromi's influence appears in the PUMA Easy Rider, which incorporates watercolor accents and playful doodle designs, while the PUMA Suede XL sneakers provide options for bold pink or understated black styles.

PUMA x Hello Kitty and Friends available starting March 6, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

SANRIO

Sanrio is the global lifestyle brand best known for Hello Kitty who was created in 1974, and home to many other beloved character brands such as My Melody, Kuromi, LittleTwinStars, Cinnamoroll, Pompompurin, gudetama, Aggretsuko, Chococat, Bad Badtz-Maru and Kerokerokeroppi. Sanrio was founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings and theme parks. Sanrio boasts an extensive product lineup which is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles." To learn more about Sanrio, please visit sanrio.eu and follow on YouTube, TikTok, Instagram, Facebook, and X.